Store has catalog sales department

The J.C. Penney Company department, opening March 2 in its new location at the Parker Plaza Shopping Center, will significantly broaden its merchandise offerings to customers by installing a catalog sales desk.

The catalog desk, located prominently in the rear of the store, will offer copies of the company's spring summer 1967 catalog for customer's use.

Gib Hooker, manager, said that orders from the catalog will be filled within 48 to 72 hours by the company's Millwaukee, Wis., catalog distribution center.

He said that a combination of highspeed communications to Milwaukee and air or truck delivery service to this area will make possible the quick filling of orders.

As soon as an order is placed at the store, either by telephone or in person, it will be relayed to Milwaukee through electronic transmission equipment. There will be daily deliveries of merchandise, he noted.

The current 852-page catalog features a broad selection of both soft and hard goods. In addition to fashion apparel for the whole family, merchandise includes home furnishings, sporting goods, paint and hardware, television, small appliances and aumotive supplies.

The downtown J.C. Penney store will be open for business through Saturday, Feb. 25. It will be closed permanently after that date in order that employes may prepare for the opening of new shopping center store Thursday, March. 2.

SCHOOL OFFERS HISTORY

AUSTIN (AP) — A six-week summer institute in Latin American history will be conducted June 6-July 18, University of Texas officials said.

Taking part will be 30 secondary school teachers of American history who wish to include material on Latin America in their courses.

WESTSIDE
DRIVE-IN-THEATRE
QUIET SKIES OUT OF AIR TRAFFIC
Just 12 Min. East on Hwy 80
In-Car Heaters

"ARRIVEDERCI BABY"
Tony Curtis
Color, 7:00

"THIS PROPERTY IS CONDEMNED"
Natalie Wood Color, 9:02